



**Elaine**

**Age:** 25

**Education:** MA in Psychology

**Hometown:** Macau, China

**Family:** Single

**Occupation:** Counselor

**Tech level:** High

*“Never make permanent decisions based on temporary feelings”*

## Goals

- I have many career goals that I want to achieve; always look for opportunities to grow;
- Search for an easy way to purchase skincare products online
- Ambitious and detail-oriented

## Frustrations

- “When there is problem, I couldn’t find customer service; even if there is one, there is robot on the other side who is not capable to address the issue.”
- “I always receive poor quality product when I shop online.”
- “delivery date isn’t accurate at all.”

Elaine is an ambitious young professional and just started working. She is eager to show her competence at work and devote most of her time working. She is looking for an easy and pleasant way to shop online to purchase skincare products that she use on a daily-basis so that she doesn’t need to go to department store, which can be time consuming.